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Manual on
CANTALOUPE
1941



CATALOG AND PRICE LIST

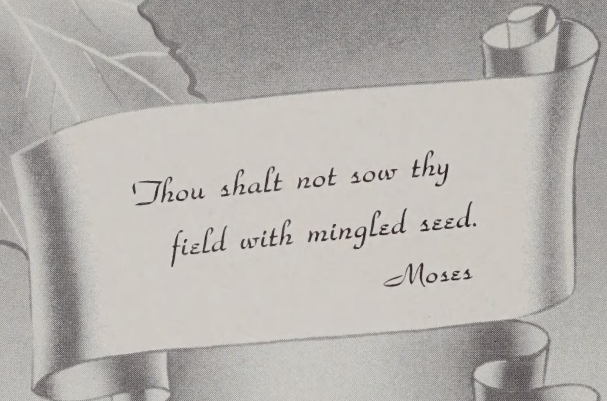
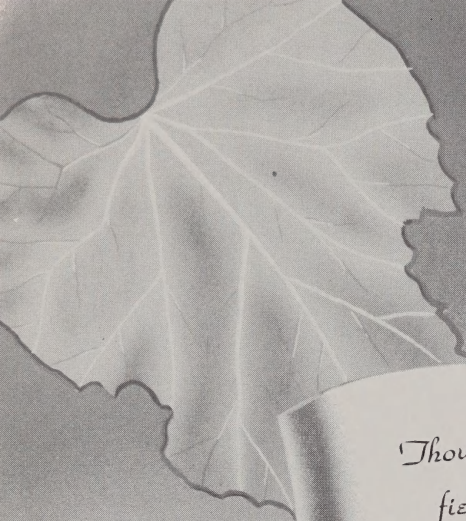
**THE ROCKY FORD CANTALOUPE
SEED BREEDERS ASSOCIATION**

Rocky Ford, Colorado

ROCKY FORD

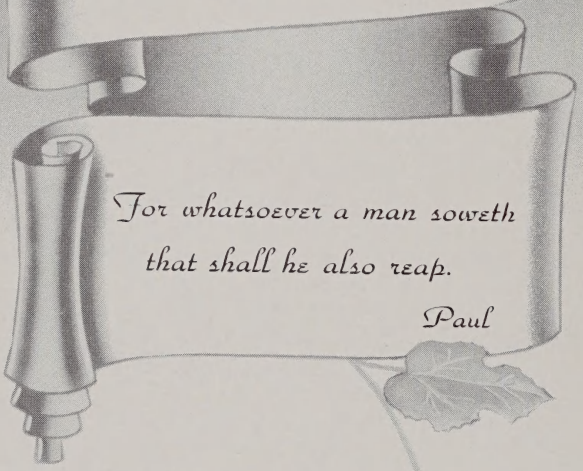


CANTALOUPE



*Thou shalt not sow thy
field with mingled seed.*

Moses



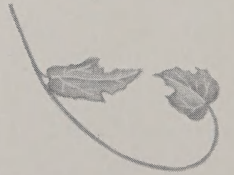
*For whatsoever a man soweth
that shall he also reap.*

Paul

*M*oses admonished his people concerning the wisdom of good seeds almost 3500 years ago. The wise apostle Paul drew upon this universally accepted fact in his statement concerning the rewards of a good life.

Down through history, this truth has been accepted. Modern science has confirmed this as a fact. You should be guided by it in exercising good care and good judgment in selecting the people from whom you buy your seed.

"GOOD SEED";—this homely fact has been the philosophy on which we have operated our business for more than 32 years.

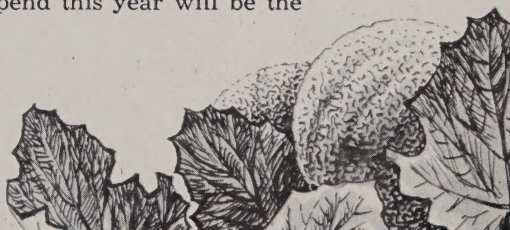


**The MOST IMPORTANT
DOLLAR You Spend this
Year will be the Smallest
Part of the WHOLE PILE**



The success of each season's crop will depend upon the lessons learned in the preceeding season. That farmer who can review his experiences of one year and apply the lessons to the next is the farmer who is most successful. Reflect for a moment upon your own experiences during 1940. Consider, for instance, the cost of your crop, remembering the labor and expense of preparing your land, the planting, cultivation, harvesting, and marketing. You will, of course, find that cost running into a considerable amount of money per acre. Remember, too, that that cost of preparation, planting and cultivation is just as great for a poor crop as for a good one. If cheap seed was used in planting, the cost per acre was reduced only a few cents, but the harvest from the crop was so small that it could not pay all the costs of production. If, on the other hand, a few extra cents were expended for good seed, the costs of growing were no greater, but the harvest from good seed more than paid the costs of producing your crop.

Good seed cannot be produced cheaply for it takes extra care and labor to insure that the seed we grow will be pure and of the highest quality. If you will carefully consider the matter of your seed supply you will find our seed costs but a few cents per acre more than the cheapest seed obtainable, but you will find our seed so superior in results that no comparison can be made. If you will decide upon the source of your seed by the results of your own experience, we know that you will not hesitate to buy the very best seed upon the market because "the most important dollar you spend this year will be the smallest part of the whole pile".



JUST ANY SEED IS NOT GOOD



WE wish that it were possible for every cantaloupe grower, whether home, market, or commercial grower, to visit the Rocky Ford district during the cantaloupe seed harvest. We believe that the growers would be in a much better position to make intelligent decisions as to the seed to buy for their plantings. Knowing that it is impossible for every grower to visit us at harvest time, we take this method of presenting to you a word picture of our operations. This explanation of our methods will demonstrate why our seed has proven superior and why the majority of growers come to us each season for their cantaloupe seed.

We decided, 32 years ago, that it was necessary for someone to specialize in the growing of cantaloupe seed if any progress was to be made in producing improved varieties. It was evident that no advancement could be made by following the routine methods of seed production then in practice. On the other hand, by specializing in cantaloupe seed, the additional time, labor and experience utilized in its production should be able to produce faster and better results. Time has proven the truth of our ideas. Today we are one of a very few who specialize in cantaloupe seed. Today practically all the leading varieties in use are the products of these specialists, and our firm, as a result of its longer experience, has produced the varieties most widely used. As an example, the Hale's Best and its strains, is by far the most widely used cantaloupe variety today. The Hale's Best is one of our developments.

Doubless you will be interested in knowing why and how we carry on this work. First let us answer the "why?" Being farmers ourselves we know from experience the necessity of planting good seed. We know that in order to produce a good crop it is necessary for someone to first produce a good grade of seed. We set ourselves to the task of producing that good seed for the cantaloupe growers of the nation.

How, then, do we operate to insure that our customers get only the best seed that will give them the finest possible results. In the first place, we specialize in cantaloupe seed. While it is necessary, in our farm rotation to grow other crops than cantaloupes, our special attention is centered on the melons. Specialization in one crop over a period of 32 years has given us knowledge and experience that enable us to meet and solve many problems of cantaloupe production. All this knowledge and experience is directed toward the end of supplying our customers with the highest quality, pure seed.

Our years of experience have proven to us the necessity of personal supervision of all phases of the seed growing and harvest. Experience, too, has shown what methods of harvest produce the best results. Since you cannot all visit us and observe these methods we will use the next best method of informing you about them.



It takes long experience and careful attention to give you the highest quality cantaloupe seed. Experience has proven that only hand-cut melons give the finest selected seed. Close personal supervision insures the quality and the purity of our seed as it passes through the various stages of harvest. We extend an invitation for you to visit us at harvest time and witness the actual scenes portrayed in these photographs and the article on these two pages.



ENOUGH FOR OUR CUSTOMERS

Keep in mind that we work upon the fundamental idea that "just any seed is not good enough for our customers". Hence it follows that just any methods of growing and harvesting is not good enough to produce that seed.

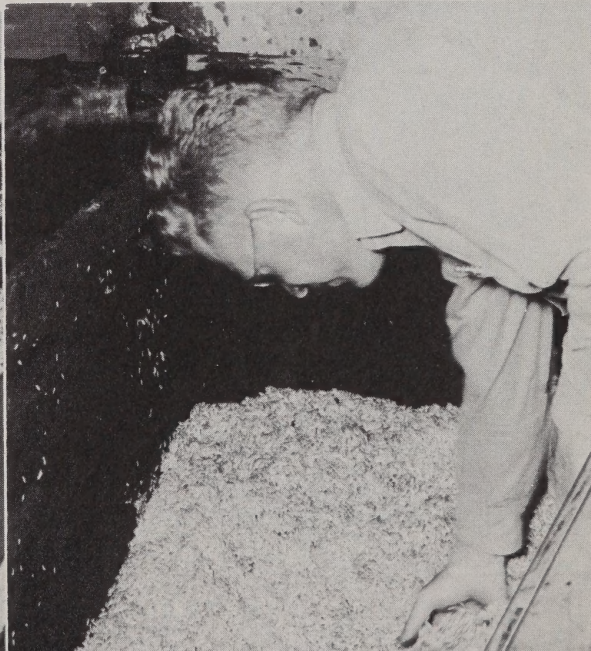
In late August when the harvest begins, the work is divided among several members of the firm so that every phase will receive close and careful personal attention from one who is actively interested in our success. One member is in charge of the picking, selecting and cutting of the seed, another is in charge of the washing and drying, and another in charge of the milling of the seed and the filling of orders.

At harvest time the cutting crew, under the supervision of one member of the firm, first enters the field and picks the ripe melons. These are piled in several piles throughout the field and trained men then carefully select the melons in each pile, discarding all melons that may be off-type, off-shape, improperly netted, or showing any other undesirable features. The cutting crew then cuts the selected melons, cutting each individual melon in half. After it is cut each melon is again selected a second time for thickness and color of flesh, texture and quality. This double selection eliminates all melons that would not reproduce properly, and saves for seed only those melons that present the finest qualities that you want in your crop.

After the seed is saved it is put in barrels and immediately trucked to a central warehouse, where it is poured into large vats for souring. Separate vats are held for each variety to prevent any mixture. The seed is allowed to sour for 24 to 36 hours in these vats so that the seed will separate readily from any flesh that may be present with the seed. In washing the seed is carried to the wash tanks in carts as shown in the center illustration below. When the seed has been placed in the tanks clear water is run in and the seed stirred until, by continual use of running water, all the juice, pulp, and light, immature seed is washed away, leaving the good seed settled on the bottom of the tank. All water is then drained away and the seed presents the appearance shown in the photograph on the right below. This seed is then placed on screen trays and allowed to dry in the sun. After being sun-dried the seed is stored, still in the trays, for a curing process. When thoroughly dried and cured the seed is sacked and transferred to the warehouse where it is milled. The milling process removes any small pieces of stems or pulp that may remain after washing and also removes all lightkerneled seed that might not germinate. The seed is then ready for our customers.

Throughout all this harvest the work is actually supervised or performed by a member of our firm. This personal supervision enables us to assure you that any seed bought from us will be pure and of the highest possible quality.

The care we take of our seed crops, the methods we use, and our personal supervision are proof that "just any seed is not good enough for our customers".



ONLY THE BEST SERVICE IS GOOD ENOUGH FOR OUR CUSTOMERS

The preceding pages tell the story of the service we render to you in seeing to it that you get the very finest selected cantaloupe seed that it is possible to produce. We spend considerable time, labor and money to insure to you that the seed you buy from us will be pure and of the best quality. Our duty to our customers certainly does not end with the harvest of our seed, for we owe you other services in the delivery of your order.

The first of these additional services is in quoting you a delivered price, both on retail and wholesale orders. Thus, when you read our price, you know exactly what your seed will cost you at your own farm.

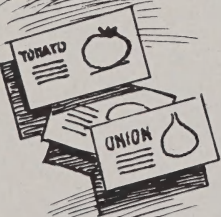
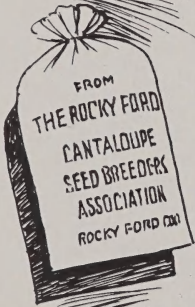
A second additional service that we give is to fill and mail your order the same day that it is received. Thus you are assured of prompt delivery of your seed which is a valuable assurance for those ordering at planting time. Often we receive orders for several hundred one-pound bags of seed, and it is not always possible to make shipment of this type of order for hundreds or thousands of these bags on the same day such an order is received, however they are sent out as quickly as possible.

This mention of one-pound bags refers to still another service we give our customers. Many dealers, shippers and associations prefer to have their seed packaged for delivery to the actual grower. We will put any order received in one-pound sealed cloth bags at no extra cost. Getting your seed in pound bags makes the distribution of the seed much easier, but more important it insures the seed against mixture since the seed bags are sealed by us and the seal need not be broken until the farmer is ready to plant. The use of pound bags also makes it easier to check the amount of seed being planted per acre. We use cloth bags for this packaging because of the ease and durability in handling.

In each order that we receive we include a few extra packets of seed. We include seed of varieties that we believe that you would like to try in your garden, and include packets of new varieties that we have to offer. This service serves a double purpose of giving you extra seed to try and of helping us to introduce new varieties to you.

We know that questions of culture, disease, marketing, and many others arise in the experiences of the growers. We have had many years of experience in growing cantaloupes and feel that if we can help our customers by sharing that experience and knowledge we will be doing them a service. We have published a booklet, entitled "The Cantaloupe", which deals with the problems of growing cantaloupes, from the first choice of seed to the final sale of the mature melons. We will be pleased to mail this informative booklet free of charge to anyone who may request a copy. If you have any questions we will be pleased to have you write us and if we can advise you we will gladly do so.

Our first duty to you is to supply you with the finest cantaloupe seed that is possible for long experience, wide knowledge, extreme care, and hard labor to produce. We give value received plus a personal interest and service that cannot be measured in dollars and cents. We sincerely hope that you will take advantage of all that we have to offer you.



D-2 Our 1940 catalog first presented the new D-2 cantaloupe, but due to the heavy advance demand for this variety we did not list this new cantaloupe for sale. This season, however, we have produced a good supply of the D-2 seed and are offering it for the first time.

The new D-2 cantaloupe is a melon developed for its resistance to powdery mildew and will prove particularly valuable in districts where mildew is a problem. Because the entire supply of D-2 seed was sold in the Imperial Valley in California last season, we do not yet have definite knowledge as to its performance in other cantaloupe districts. We do know the type of melon it is and can describe it accurately for you. From this description you will be able to determine whether this new melon meets your particular needs.

A melon of exceptionally fine quality, the D-2 holds up under shipment to bring to the consumer a cantaloupe of enjoyable flavor. A rough heavy net protects the melon in handling. A heavy yield of good melons is one of its distinguishing characteristics. The melons run to large sizes, slightly larger than the No. 45. The D-2 is one of the earliest of the mildew resistant strains but matures about five to seven days later than the Hale's Best.

We feel that we have made an important contribution to disease resistant cantaloupes in the development of the D-2.

When powdery mildew became a serious problem in the cantaloupe fields of Southern California, the U. S. Department of Agriculture assigned Dr. I. C. Jagger to the problem of developing a resistant melon. Dr. Jagger, before his death in 1939, had labored long on the work, producing the now famous No. 45. Dr. Thomas W. Whitaker, of the U. S. Horticultural Field Station, at La Jolla, California, is now in charge of this work and is doing an important and valuable piece of work. A new form of the mildew has appeared in the infected districts and the No. 45 did not have the resistance to this new form of the disease. Hence it became vitally necessary for a new strain to be developed if cantaloupe production was to continue in those districts. Fortunately we had a melon growing in the Imperial Valley that showed some resistance to the new form of mildew. By careful selection we have now developed a strain that has a high percentage of resistance. We take pride in the work we have done with the D-2 cantaloupe.

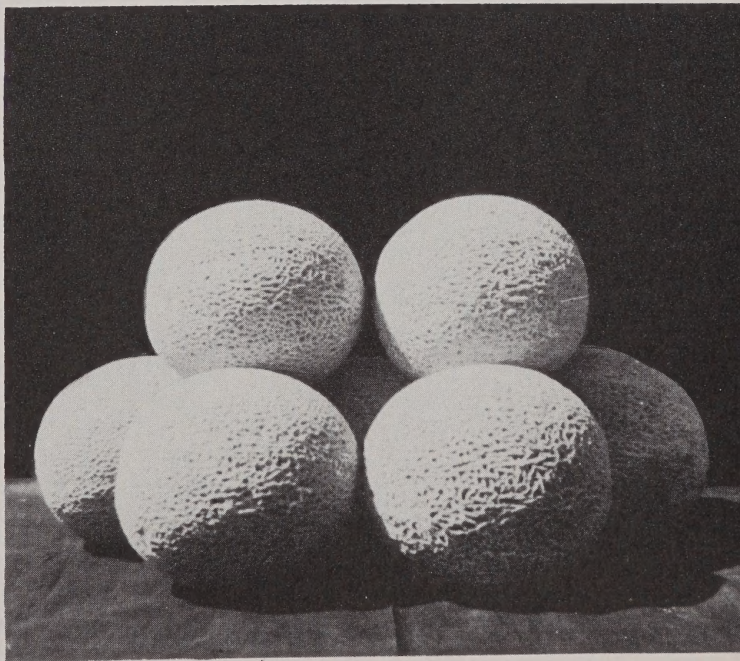
Our experience with this melon has convinced us that it will prove invaluable to growers in mildew infested districts. We can recommend it on the basis of its performance during the past two seasons in California and Colorado.

Prices postpaid: Ounce, 20c; ¼ pound, 60c; ½ pound, \$1.00; 1 pound, \$1.75;
5 pounds, \$7.00; 10 pounds, \$12.50.

D-2

Chief Use: Shipping
Matures: 92-97 days
Skin color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Heavy
Size: 7 x 6½ inches

The ability of the seedsman to understand the problems of the grower and to assist him in their solution is portrayed in the new D-2 cantaloupe. This melon was rapidly and successfully developed to overcome the ravages of the mildew in the cantaloupe fields of the Southwest.





QUEEN OF COLORADO

Chief Use: Home and Market

Matures: 85-90 days

Skin Color: Gray

Flesh Color: Orange

Shape: Oval

Netting: Coarse

Size: 6½ x 6 inches

The Queen of Colorado is the first muskmelon type we have ever offered in our catalog. This All-America winner is such a splendid development that we decided to present it with our offering of the finest commercial cantaloupes. We recommend the Queen of Colorado and know that you will find it all we claim for it.

QUEEN OF COLORADO

This season we are offering for the first time a melon of the muskmelon type. This new introduction is the Queen of Colorado, which has become recognized as one of the best varieties of muskmelons yet offered to home and market gardeners.

We have always been very careful in our introduction of new varieties, in order that we can recommend the new melon with no possibility of our customers being disappointed. We work for many years and conduct exhaustive trials on the melons we develop on our own farms before making the introduction. Thus we are certain of what can be expected from the new cantaloupe. When melons are introduced by others we watch its performance carefully and conduct our own tests to determine its value. The performance of the Queen of Colorado and the results of our own trial with the cantaloupe have convinced us that this melon has the qualities needed to include it in our catalog.

The Queen of Colorado has exceptional flavor and has earned fame by this characteristic. This muskmelon is a cross between the Honey Rock and Hearts of Gold. It combines the thick rough rind of the Honey Rock with the fine eating qualities of the Hearts of Gold. The melons are loosely netted with a coarse gray netting, are slightly ribbed, and ripen to a yellowish shade. The flesh is unusually thick and the triangular seed cavity is small and solidly filled. The solid orange flesh does not soften prematurely but holds up for several days and permits marketing without undue loss. The melons are slightly larger than the Honey Rock and are a few days later in maturing. The Queen of Colorado won Honorable Mention in the 1939 "All-America" selections.

The Queen of Colorado is a valuable addition to muskmelon varieties. We have a limited quantity of this seed, grown and harvested by ourselves. We can recommend this seed as being of the highest quality.

Prices postpaid: Ounce, 20c; ¼ pound, 60c; ½ pound, \$1.00; 1 pound, \$1.75;
5 pounds, \$7.00; 10 pounds, \$12.50.

SIX-THREE

Chief Use: Market and Shipping

Maturation: 94-99 days

Skin Color: Dark

Flesh Color: Orange

Shape: Globe

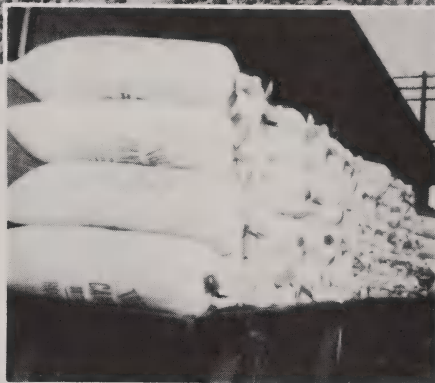
Netting: Heavy

Size: $5\frac{3}{4}$ \pm $5\frac{1}{2}$ inches

This view of one of our seed fields shows the cantaloupes piled in the field ready for cutting. Several pickings like this are necessary each season in each field in order that the cantaloupes may be picked at the right stage for proper selections to be made.



This photograph shows a single shipment of our cantaloupe seed, going to the grower by express prepaid. In these bags is tied up the future of an enormous cantaloupe crop. When the grower stakes such a large portion of his success upon our seed, it is vitally necessary that we do our utmost to give him the best in quality and service. The size of this shipment testifies to the faith our customers have in us.



SIX-THREE

Introduced two years ago, the Six-Three has proven to be a valuable addition to the mid-season commercial melons. Past experience has shown the desirability of certain cantaloupe districts specializing in particular types of melons. Because this cantaloupe has certain distinctive characteristics, some districts now seem well on the way toward the adoption of this new Six-Three as its specialty, just as other sections specialize in the early Hale's Best or in the distinctive White-seed Pink Pearl.

The Six-Three is notable for the unusual vigor of its vine, for the close netting on the melon, and for the exceptional solidity and firmness of the flesh.

This is a dark skinned, round melon running to standard thirty-six sizes. It belongs to the mid-season class of melons since it matures about a week later than the Hale's Best. The Six-Three melons are firm and closely netted and hold up well under shipping conditions. There is no tendency of the flesh to break down when handled after being picked on a full slip. The vines are strong and vigorous, producing a large crop of quality melons. When placed on the market the firm texture and the fine flavor of the orange fleshed Six-Three makes for ready acceptance by the buyers.

The even sizes, prolificness, shipping qualities and flavor of the Six-Three are the qualities that we recommend to you.

Being specialists in producing cantaloupe seed, we grow and sell seed of varieties to meet every condition of the different cantaloupe districts. The Six-Three is one of these specialized varieties. If you have not used it commercially in your locality, you should give it a trial. To the home and market gardener who grows a wide variety of melons to meet the demands of his local market, we can recommend the Six-Three as a valuable addition to his crop. It will serve a useful purpose in giving you a quality melon to follow the early Hale's Best strains.

The Six-Three is really an improved cantaloupe and your growing this variety this season will convince you of that fact.

Price postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 45c; $\frac{1}{2}$ pound, 80c; 1 pound, \$1.50;
5 pounds, \$5.75; 10 pounds, \$11.00.

SEED BREEDERS

Since we introduced it in 1924, the Hale's Best has been the leading commercial cantaloupe. The Seed Breeders is the newest and finest of the Hale's Best strains. There are very few important cantaloupe sections that do not rely upon the Hale's Best for the major portion of their crop. In the Seed Breeders and the Nine Thirty-Six are found the two leading strains of the Hale's Best, and more seed of these two strains are sold than all other strains of the Hale's Best combined.

The Seed Breeders has become the leading commercial melon principally because of its earliness and its uniformity. We have supplied experimental stations in all sections of the country with Seed Breeders seed and in tests they have conducted they report it to be the earliest, most uniform, and the highest in quality of the Hale's Best cantaloupes.

The Seed Breeders is a heavily netted melon that is a splendid shipper. The seed cavity is small and compact, filled solidly with seed. The flesh is thick, firm and deep salmon in color. The Seed Breeders runs to even jumbo sizes, with uniformity being one of its principal characteristics. This uniformity and lack of cull melons serves to increase materially the percentage of salable melons. This is important in increasing your profits from your cantaloupe crop. The vigorous vine of the Seed Breeders produces a slightly earlier melon and is more prolific than other Hale's Best strains.

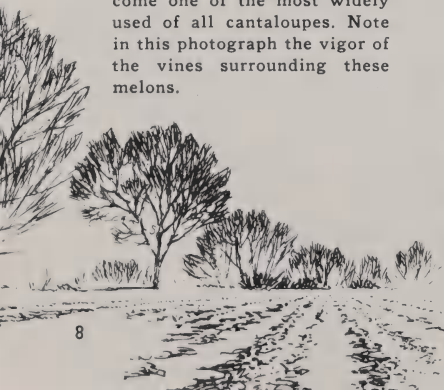
Because of the widespread use of the Hale's Best, everyone knows this variety, and it is unnecessary for us to urge you to plant it. We wish to remind you, however, that if you use Hale's Best the Seed Breeders is the finest strain of this variety.

Prices postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 45c; $\frac{1}{2}$ pound, 80c; 1 pound, \$1.50;
5 pounds, \$5.75; 10 pounds, \$11.00.

SEED BREEDERS

Chief Use: General
Matures: 85-90 days
Skin Color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Heavy
Size: 6 \pm 5 $\frac{1}{2}$ inches

Here are shown typical Seed Breeders cantaloupes. Noted for its earliness and uniformity, the Seed Breeders has become one of the most widely used of all cantaloupes. Note in this photograph the vigor of the vines surrounding these melons.



NINE THIRTY-SIX

On the back cover of this catalog you will notice a photograph in color of the Nine Thirty-Six. If the Nine Thirty-Six were not already one of the leading commercial cantaloupes, color photographs such as this would sell this melon. The Nine Thirty-Six and the Seed Breeders account for the greater portion of the Hale's Best seed sold throughout the nation.

The Nine Thirty-Six is a salmon fleshed cantaloupe, with a thick meat and a small seed cavity. The melon is well netted with no sectors, and runs to even jumbo sizes. The vines are vigorous and hardy, producing a heavy crop of cantaloupes. Like all H.B.'s, the Nine Thirty-Six is an early melon with fine flavor and good shipping qualities. It represents a considerable improvement over the older Hale's Best strains.

In comparison with the Seed Breeders, described on the opposite page, we do not believe that the Nine Thirty-Six is either quite as early or as uniform. However, we have found that some sections prefer the Nine Thirty-Six to any other Hale's Best strain. Because both the Seed Breeders and the Nine Thirty-Six are splendid melons, we have given them equal prominence in listing in our catalog. We can assure you that you will make no mistake in planting either or both of these strains of the Hale's Best.

The Nine Thirty-Six was developed by us and introduced in 1934. Tests conducted by ourselves, our customers and experimental stations throughout the country have demonstrated that the Nine Thirty-Six is adaptable to every cantaloupe section. Whether you want a melon for shipping purposes, a melon for your roadside stand, or a melon for use in your own home, you will find the Nine Thirty-Six always meeting your needs.

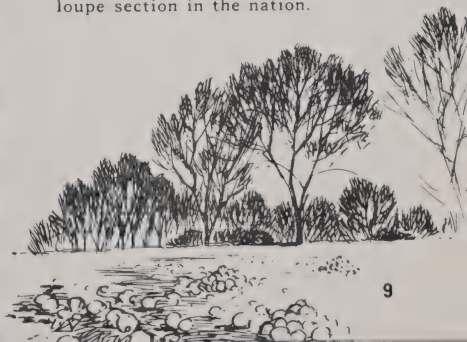
Prices postpaid: Ounce, 15c; ¼ pound, 45c; ½ pound, 80c; 1 pound, \$1.50;
5 pounds, \$5.75; 10 pounds, \$11.00.



NINE THIRTY-SIX

Chief Use: General
Matures: 87-92 days
Skin Color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Heavy
Size: 6 x 5½ inches

Sixteen years of careful selection have been necessary to produce for you all the desirable characteristics found in the Nine Thirty-Six. This early Hale's Best strain is one of the favorites in every cantaloupe section in the nation.



NO. 45

Chief Use: Shipping
Matures: 95-100 days
Skin Color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Heavy
Size: 6½ x 6 inches

These Mildew Resistant No. 45 cantaloupes have superceded most other varieties in those districts wanting the finest shipping melon. The No. 45 can be picked on a full slip and shipped long distances without breaking down.



MILDEW RESISTANT NO. 45

The Mildew Resistant No. 45 cantaloupe was developed by Dr. I. C. Jagger of the U. S. Department of Agriculture and introduced in 1934 to assist in overcoming the effects of the powdery mildew disease in the Imperial Valley in California. At one time it was thought that the No. 45 was 100% resistant to the powdery mildew. However during the past two seasons in the Imperial Valley a new form of this mildew has appeared and infected the plants of the No. 45. At the present time others are carrying on the work of Dr. Jagger in developing new resistant varieties of cantaloupes.

Experiences of the past few years have clearly demonstrated that where mildew infestation is not serious, the No. 45 serves to give a splendid commercial melon. Because of its fine shipping qualities, the No. 45 has now superceded most other varieties in Western cantaloupe districts, even where mildew is not present.

No. 45 can be vine-ripened, picked on a full slip, and shipped long distances without any breakdown of the solid firm flesh. It is somewhat similar to the Hale's Best, since the No. 112 Hale's Best was used in the original crosses to develop the No. 45, but it is a week to ten days later in maturing. The melons are slightly oblong, well netted, and solid. The flesh is salmon colored, firm textured and sweet. The cavity is compact and well filled with seed. The vines vigorous and prolific.

You will find the No. 45 one of the finest of the late maturing commercial cantaloupes.

Prices postpaid: Ounce, 15c; ¼ pound, 45c; ½ pound, 80c; 1 pound, \$1.50;
5 pounds, \$5.75; 10 pounds, \$11.00.

NO. 36 HALE'S BEST

To tell the growers who buy thousands of pounds of the No. 36 cantaloupe seed each year anything about this variety may seem the most unnecessary of gestures. The No. 36, which we introduced in 1931, has been described as "so wonderfully uniform that it is an outstanding breeding accomplishment". Its high quality and its uniformity has now made it a standard melon because it is known wherever cantaloupes are grown.

The No. 36, as you know, is an improvement over the old regular Hale's Best. It is an even jumbo in size, solidly netted with no ribs. The melons are heavy and solid with a small seed cavity. The spicy salmon flesh is smooth and firm. The vines are strong and hardy, which means they will produce a good yield. The earliness of the No. 36 is one of its most valuable characteristics, for it will mature earlier than most other varieties, which places it on the market when prices are highest. It has splendid shipping qualities which has made it a leading commercial strain. In short, the No. 36 has everything—everything needed by the home gardener or the commercial shipper.

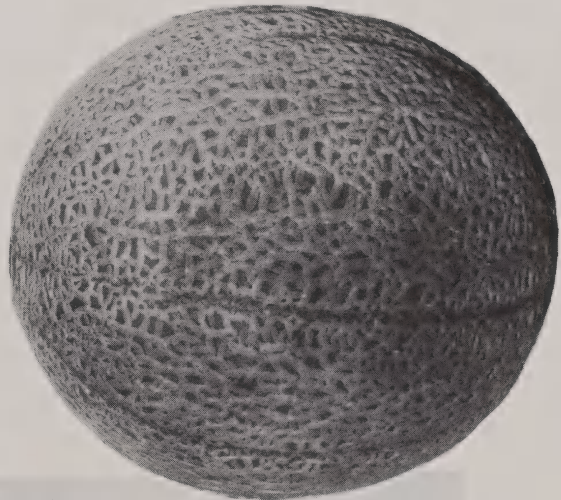
In an age of specialization, with kaleidoscopic changes in varieties, it is reassuring to turn to an old standard variety whose fine qualities have stood the test of time. If you have any doubt as to which variety you should use this season, you will make no mistake in ordering the No. 36 Hale's Best.

We developed the Hale's Best and have produced all the leading strains of this variety now in use. Our knowledge and experience with this melon gives us an opportunity to furnish you with the finest possible seed of this variety. Our No. 36 stock is unexcelled and will give you complete satisfaction.

Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
5 pounds, \$5.15; 10 pounds, \$10.00.

NO. 36

Chief Use: Home, Market
and Shipping
Matures: 87-92 days
Skin Color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Heavy
Size: 6 x 5½ inches



Field view of No. 36 Hale's Best piled and ready for the cutters. The No. 36 has now become the standard melon for comparison, and to say that a melon is as good as the No. 36 is to praise it highly. In the single melon you see the type of No. 36 that we cut for seed and can understand why it is so highly praised.



NO. 112 HALE'S BEST

The No. 112 was one of our first improved strains of the Hale's Best, and is still preferred over some of the newer strains in certain cantaloupe sections.

Larger sizes is the most distinctive characteristic of the No. 112 that sets it apart from other Hale's Best strains. Otherwise it retains the H. B. traits of earliness, prolificness, and fine flavor. The melons run to the twelve flat pack size, are heavy and well netted. The salmon flesh is thick, and well flavored. The vine is strong and hardy, producing a heavy crop.

For a Hale's Best of larger sizes, we recommend the No. 112.

**Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
5 pounds, \$5.15; 10 pounds, \$10.00.**



Selections are being made here in our cantaloupe plats. Each plat is planted with the seed of a single melon and consists of twenty-five hills. The plats are marked by the white stakes shown in the photograph. Each season we conduct extensive experiments to test new strains and varieties and to assist in our selective work.

EARLY MAY

The Early May is a Hale's Best type with particular emphasis placed upon the features that recommend it to the market gardener. The Early May is an early maturing melon, and its deep golden fleshed meat makes it an attractive melon for the local market and the roadside stand. It is round and well netted and runs to even standard and jumbo thirty-sixes.

Many customers have found that the Early May is the best of the Hale's Best strains for sale in roadside stands and local markets. Since this strain has been tested and used for several years with success, you need have no fear in ordering it for your garden.

**Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.**

WHITE-SEEDED PINK PEARL

The White-seeded Pink Pearl is a melon that has been grown with success in the New Jersey, Delaware and Maryland section. By specializing in this melon, the growers there have built up a market for it that puts them in a class by themselves. The splendid quality and striking appearance of the Pink Pearl are the characteristics that have developed that special demand.

This is a moderately late melon, in season a few days later than the Hale's Best. The fruits are slightly larger than commercial sizes, running into jumbo thirty-sixes. It is a short oval in shape, with heavy thick netting distributed uniformly over the entire fruit. The skin color is a pale grayish green. The flesh is thick and a deep pink in color, firm and moderately juicy. The Pink Pearl is sweet, highly flavored and



WHITE-SEEDED PINK PEARL

Chief Use: Home, Market
and Shipping
Matures: 85-94 days
Skin Color: Gray
Flesh Color: Pink
Shape: Oval
Netting: Coarse
Size: 6½ x 5¾ inches

We have developed a strain of the White-seeded Pink Pearl that is in demand because of its quality and purity. To those who prefer this special melon we are offering a real service in presenting the White-seeded Pink Pearl.

pleasantly aromatic. The seed is unusual in that it is a pure white instead of the yellow that usually characterizes cantaloupe seed. The cavity containing the seed is small and compactly filled.

The White-seeded Pink Pearl has excellent shipping qualities, making it a good commercial cantaloupe. At the same time, its external appearance, with coarse gray netting and deep ribs, and its striking contrast of colors when cut makes it a splendid melon for home and market gardeners.

The seed of the Pink Pearl is rather difficult to handle in harvesting because of its light weight, and hence many seed firms do not handle this variety. Following our practice of giving the greatest service possible, we grow the White-seeded Pink Pearl for the benefit of those growers who have developed their own specialized market for it. The care and attention that we have given this variety has made our selections of the White-seeded Pink Pearl unsurpassed. We have ample supplies of this variety for all who want to plant it this season.

Prices postpaid: Ounce, 15c; ¼ pound, 45c; ½ pound, 80c; 1 pound, \$1.50;
5 pounds, \$5.75; 10 pounds, \$11.00.

HEARTS OF GOLD

The Hearts of Gold is now a standard variety for the market gardener and is well known in all Mid-west and Eastern markets. We have given special attention to our Hearts of Gold stock in the past few years and can offer a carefully selected, high quality strain.

This is a midseason variety, maturing a few days later than the Hale's Best. The fruits are moderately small, distinctly ribbed, and well netted except for the narrow furrows between the ribs. It is a pink meated strain with flesh of fine texture and sweet spicy flavor. The Hearts of Gold is nearly globe shaped, firm and solid and will stand shipment for short distances.

The striking appearance of the melon, both externally and internally, and its fine flavor have made a place for the Hearts of Gold in the home and market gardens.

**Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.**

SUPERFECTO

The Superfecto is one of the best of the late-crop shipping melons, reaching maturity later in the season than the Hale's Best.

The Superfecto is a round, well-netted cantaloupe, with no ridges, giving it an attractive market appearance. Its orange flesh is deep and fine grained with a good flavor. The seed cavity is smaller than in most cantaloupes and is compactly filled. The Superfecto runs to the twelve jumbo flat pack in size, and the melons are very uniform.

For the grower who wishes to extend his shipping season, we can recommend the Superfecto as one that will meet all his needs. The market gardener will also find the Superfecto a fine melon for his purpose.

We are quoting a very attractive price on this variety.

**Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 60c; 1 pound, \$1.00;
5 pounds, \$4.50; 10 pounds, \$8.00.**

The distinctive Hearts of Gold is a splendid melon for the home and market gardener. Its striking appearance and fine flavor have established it in Mid-western and Eastern markets.



MILDEW RESISTANT NO. 8

The Mildew Resistant No. 8 is a melon that is attractive to growers in mildew-free areas because of its hardiness, its prolificness and its size.

The Mildew Resistant No. 8 is a salmon-fleshed cantaloupe, well netted, thick fleshed, with a small cavity. The melons have a fine external appearance, and will average larger than the Hale's Best in size. The No. 8 is about week later in maturing than the Hale's Best.

The No. 8 is not entirely resistant to the powdery mildew disease, but this feature will not affect its popularity in districts which are not infected with mildew.

The quality of the No. 8 is very good. It will stand considerable handling without breaking down. It will not run to a single uniform type. These features will recommend it to the market gardeners.

If you are looking for a cantaloupe that is hardy and will produce a heavy crop of large melons then you can rely upon the No. 8.

Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25; 2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

MILDEW RESISTANT NO. 1

The Mildew Resistant No. 1 cantaloupe is one of several strains that have been developed to check the inroads of the powdery mildew in the cantaloupe crops.

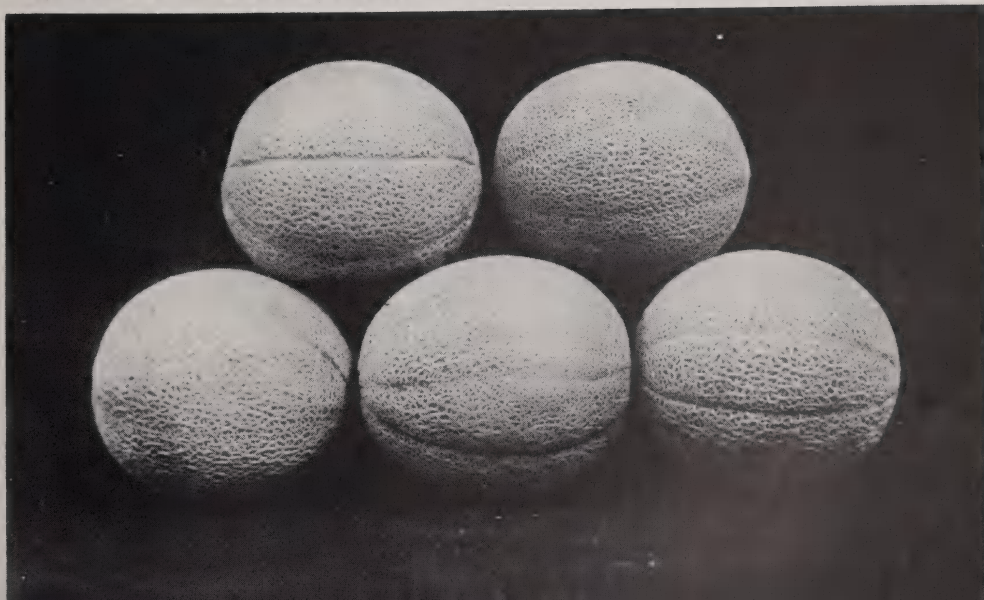
Like other mildew resistant strains, the No. 1 is a salmon-fleshed, well netted, oblong cantaloupe. The flesh is thick and sweet; the cavity is small and compact. The vines are vigorous and produce a large crop.

The No. 1 strain is distinguished from the No. 45 by two principal characteristics: it is slightly earlier, and it produces larger melons. The No. 1 is a large cantaloupe, running in sizes from jumbo thirty-sixes to twenty-sevens. It is almost a week later than the Hale's Best in maturing.

We believe that for the market gardener who wishes to grow a melon somewhat larger than most commercial cantaloupes that the No. 1 will meet his needs. It has quality to go with its size and will appeal to your customers.

Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25; 2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

This is the Mildew Resistant No. 1 cantaloupe. While the two mildew resistant strains listed on this page are not widely used, they still serve a valuable purpose in certain districts. A vigorous vine and large melons are the outstanding characteristics of these cantaloupes.



WHITE MELONS

The nomenclature of cantaloupes has been undergoing a considerable change with the development of new types and varieties. The use of the word "cantaloupe" has grown, and has been accepted to designate the commercial melons developed in the past quarter of a century as distinguished from the older muskmelon types that are generally unsuited for long distance shipping. In the past few years the white skinned melons have been developed to the point of importance in the cantaloupe trade. The term "white melons" is now rather generally used to distinguish these cantaloupes. Although the distinction has not yet been generally made, the term "white melons" is mostly applied to the white skinned melons of the cantaloupe type. The other white-skinned melons are usually referred to as "winter melons".

This season we have grouped the different types of melons, listing the dark skinned cantaloupes on the preceding pages, listing the "white melons" on this and the following three pages, and listing the "winter melons" together on pages 20 and 21. This method of grouping them will be of help to you in making your choice of varieties for planting, for you have melons of the same general type listed together where comparisons can be easily made.



Globo de Oro is a Spanish name meaning "Globe of Gold." No more appropriate name could have been found for this white-skinned, orange-fleshed cantaloupe. It is a melon of superior quality for home, market or commercial purposes.



Here is our seed washing plant and drying yard. All our seed is washed at this central warehouse and dried in the sun on trays. This entire process is closely supervised by James B. Ryan, seen in the center holding one of the trays.

OLD IRONSIDES

The Old Ironsides is all that its name implies—a solid firm melon that holds its firmness and quality over a long period after being picked on a full slip. It is a white-skinned, orange-fleshed cantaloupe, oblong in shape with a heavy distinctive netting. Old Ironsides is a melon with a smooth, sweet flesh of exceptional quality.

For several years the white-skinned, orange-fleshed melons have been gaining in popularity and have practically displaced the white-skinned, green-fleshed melons on the markets. There has been one feature, however, that has prevented their full success in some districts. This is the tendency to crack in wet weather that has characterized most white-skinned melons. Because of the high sugar content of this type, this cracking is difficult to overcome, but in Old Ironsides we have made considerable progress in this direction. The high sugar content has been retained, but with the tough rind and heavy net we have eliminated the tendency to crack in wet weather. The Old Ironsides is a new introduction that is worthy of a trial in your gardens

Prices postpaid: Ounce, 15c; ¼ pound, 45c; ½ pound, 80c; 1 pound, \$1.50; 5 pounds, \$5.75; 10 pounds, \$11.00.

GLOBO DE ORO

the Globo de Oro has proven itself to be a melon of superb quality for home, market or commercial purposes.

The Globo is a nearly round melon, covered with a slight netting, and is golden in appearance when fully ripe. The cavity is very small, and the thick flesh is orange colored and edible to the rind. The vines are hardy, vigorous and yield heavily over a long period. In sizes the Globo runs to the jumbo thirty-six, with a few of the twenty-seven pack. It is a medium late melon, midway between the Hale's Best and the Honey Dew.

With proper care in the maintaining of high standards in harvesting, the unusual quality of the Globo de Oro will insure for it a premium price and repeated sales.

Prices postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 45c; $\frac{1}{2}$ pound, 80c; 1 pound, \$1.50;
5 pounds, \$5.75; 10 pounds, \$11.00.

The Melogold is one of the leading white-skinned cantaloupes. This photograph strikingly illustrates the uniformity of this melon, for you will note how like its neighbor is each of these cantaloupes. The quality of the Melogold is also uniformly good.



MELOGOLD

The Melogold name was derived by contracting the words "melon of gold". These three words, "melon of gold", aptly describe this cantaloupe, for it is golden in appearance and in value to the grower.

The Melogold is a white-skinned, pink-fleshed variety that has a fine flavor and excellent shipping qualities. Picked vine-ripened these melons will reach the markets in good condition. In sizes it will run to even jumbo thirty-sixes. The fruit is slightly and evenly netted and takes on a golden tint after ripening. The flesh is thick and unusually smooth in texture. The seed cavity is small and compact.

The Melogold is distinguished from the Globo de Oro in that it has a thinner and smoother rind. Both of these melons are of high quality, and we can recommend each of them equally. Your choice will depend upon your personal preference either for a rather smooth skinned melon or for a netted white-skinned cantaloupe.

Prices postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 45c; $\frac{1}{2}$ pound, 80c; 1 pound, \$1.50;
5 pounds, \$5.75; 10 pounds, \$11.00.



The Mammoth Golden Globe is a large white-skinned orange-fleshed cantaloupe. Its size and superior eating qualities make it a fine melon for the roadside market.

WHITE KNIGHT

The White Knight is an early white-skinned orange-fleshed cantaloupe. Among all the white skinned cantaloupes, the White Knight is the only early melon yet developed. It matures in about the same length of time as the Hale's Best.

The White Knight is oblong in shape, white skinned, with a slight netting. Its color changes to golden as it ripens. The flesh is orange colored and of fine flavor. The cavity is small and well filled, making it a solid melon that will hold up under the handling necessary to put it on the market. The White Knight produces a heavy crop of uniform melons of the standard thirty-six size. We can recommend this melon for local market and home use.

The earliness of this melon should result in its use where white-skinned melons are grown, in order that it may enable the grower to lengthen his season and sales.

Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

MAMMOTH GOLDEN GLOBE

Large size and high quality are the outstanding characteristics of the Mammoth Golden Globe.

This white-skinned, orange-fleshed melon is about the same size as the well known Honey Dew, measuring about seven by seven and a half inches in diameter and length. The white skin of the Mammoth Golden Globe is slightly netted and changes in color to a deep golden when ripe. The orange flesh is thick and smooth with the finest flavor of any white melon. The cavity is exceptionally small for so large a cantaloupe.

All of these features make the Mammoth Golden Globe an ideal melon for roadside stands. Its color gives it an attractive appearance. Its size gives it a ready sale, and its flavor insures its success with your customers.

Since there is a definite place on the market for a large white-skinned melon, we urge you to try the Mammoth Golden Globe. No other melon can present the size and quality comparable to it.

Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

WEAVER SPECIAL

Being the introducers of the Weaver Special, we can offer you some splendid selected stock of this variety. Since its introduction it has become noted for its fine quality and smoothness of flesh.

The Weaver Special is a white-skinned melon with a thin, tough rind. When ripe it has a golden color tinted with the rich orange of the flesh. Slightly netted, the melons run to jumbo thirty-six size. The cavity is small and compact, giving a solid firm melon. The Weaver Special can be vine-ripened and still hold up for several days after picking, as it goes through a ripening process of three or four days after picking on a full slip.

The Weaver Special has a tendency to crack in extremely wet weather, because of its solidity and high sugar content. By selection, we have partly eliminated this tendency and you will not find this fault as noticeable as when the melon was first introduced.

**Prices postpaid: Ounce 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.**

JADE BEAUTY

The Jade Beauty makes an unusual combination of white skin and green flesh. While from this description of it as a green-fleshed, white-skinned cantaloupe, one might think it similar to the Honey Dew and Honey Ball, it has no relationship with these two older varieties.

The Jade Beauty is an average sized cantaloupe with unusually thick flesh and an exceptionally small cavity, offering a maximum of fine flavored flesh. The melons are heavy, round and covered with a strong netting.

Maturing in about 100 days, this bright green fleshed melon will exactly meet the needs of those who prefer the green fleshed cantaloupes.

Reports from experimental stations have been highly complimentary to the Jade Beauty, and we can recommend it to you.

**Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.**

Not many green-fleshed cantaloupes are offered to the growers nowadays, but, if you prefer the old-fashioned green fleshed melons, you will find the Jade Beauty one of the best on the market.



WINTER MELONS

The "winter melons" are a distinct variety of melons that are principally distinguished by their lack of the strong musky odor of muskmelons and by their late maturity. The fruits are usually of large size (with the exception of the Honey Ball) and are either smooth or slightly corrugated. The winter melons usually take more than one hundred days to reach maturity.

The flesh of the winter melon is very thick and the melon must be allowed to ripen for some time after it is picked before the flesh is in a proper condition for eating. Because these melons can be held for long periods after picking, the melon season can thus be extended into the winter months. It is for this reason that we designated these as winter melons.

Because of the long growing season required for winter melons, this type is usually grown only in the southern latitudes, and in the arid regions of the West. If your growing season is long enough to permit you to grow the winter melons, you will find them interesting to grow and delicious to eat.

We are offering the three most widely used of the winter melons: the Honey Ball, the regular Honey Dew and the Mildew Resistant Honey Dew.

HONEY DEW

The regular Honey Dew is one of the old established winter melons, being introduced from Africa in 1911. It requires a long growing season which prevents its being used in the northern cantaloupe sections.

The Honey Dew plant is vigorous with coarse heavy vines. The melons are large, weighing from 5 to 7 pounds, and are nearly round. The rind is thin but hard, and is smooth with no netting. The skin color is ivory white, changing to a light cream color as it ripens. The flesh is a light emerald green and has an exceptional and distinctive sweetness.

This winter melon is a valuable addition to your garden because of its long keeping qualities and because of its distinctive flavor.

Prices postpaid: Ounce, 15c; $\frac{1}{4}$ pound, 40c; $\frac{1}{2}$ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

This field of Honey Dews is ready to be cut for seed. Note the uniformity of size of these melons, and note, too, the large yield in this field. The Honey Dew is the leading winter melon planted in this country.





Your Honey Dew seed, bought from us, comes from just such melons as these. These melons can be held for long periods after picking, and the melon season thus extended into the winter months.

HONEY BALL

The Honey Ball is very similar in most respects to the Honey Dew, with the exception of size. It has been called a "small edition" of the Honey Dew. The Honey Ball has a white, hard rind and a green flesh. It is a small round melon, usually measuring about 5 inches in diameter. The flesh is firm and very sweet. Being a winter melon, it has excellent keeping qualities and is a splendid shipper.

Because the Honey Ball is very prolific, care should be taken in planting to see that the plants are not too closely grouped. Close planting and the natural prolificness of the Honey Ball might result in too small a melon.

If you have never grown the Honey Ball then you have a unique experience ahead of you. We suggest that you try this long keeping, sweet winter melon.

Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

MILDEW RESISTANT HONEY DEW

The Mildew Resistant Honey Dew was developed primarily for planting in southern California where the infestation of mildew has become a problem for the growers. We can, however, recommend this type of Honey Dew for other districts where a particularly hardy type of melon is wanted.

The Mildew Resistant Honey Dew is only slightly smaller than the Regular Honey Dew and is more nearly round. The melons are unnetted and ivory white in color, changing to golden when ripe. The mildew resistant type retains the distinctive Honey Dew flavor and quality. The flesh is green in color and sweet and thick. The vines are vigorous and hardy. We can recommend this melon.

Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.25;
2 pounds, \$2.40; 5 pounds, \$5.15; 10 pounds, \$10.00.

OLD FAMILIAR VARIETIES

The cantaloupe varieties listed below are some that have been developed in years past and have proven themselves to be good enough to still retain a place in the most up-to-date catalogs. In each of these varieties you will find particular characteristics that can be found in no other cantaloupes.

101 SPECIAL

The "101 Special" has proven itself to be one of the finest of the older main crop varieties, and is still preferred in some cantaloupe sections to the newer introductions.

This melon is very uniform in size, running to the standard pack sizes, with a uniform netting and no sectors. The flesh of the "101" is smooth, sweet and firm. It is well suited for main crop plantings and for the market gardeners.

**Prices postpaid: Ounce, 10c; ¼ pound, 25c; ½ pound, 45c; 1 pound, 75c;
2 pounds, \$1.40; 5 pounds, \$3.25; 10 pounds, \$6.00.**

TEN TWENTY-FIVE

The Ten Twenty-Five was first introduced in 1916 and has become world famous for its uniformity. It is extremely prolific, producing solidly netted, even sized melons with no ribs. The flesh is salmon colored with a sweet spicy flavor. The Ten Twenty-Five is not an early melon, but has all the other features needed for a good commercial cantaloupe.

**Prices postpaid: Ounce, 10c; ¼ pound, 25c; ½ pound, 40c; 1 pound, 70c;
2 pounds, \$1.30; 5 pounds, \$3.00; 10 pounds, \$5.50.**

EARLY WATTERS

The Early Watters is one of the original green fleshed melons and is a selection from the old Netted Gem variety. The Early Watters germinates very strongly, producing vigorous vines, the fruit sets early and the crop matures in a very short time, yet it is extremely prolific. It is fully a week earlier than the main crop varieties. The Early Watters is one of the melons that made the Rocky Ford cantaloupe famous.

**Prices postpaid: Ounce, 10c; ¼ pound, 25c; ½ pound, 40c; 1 pound, 70c;
2 pounds, \$1.30; 5 pounds, \$3.00; 10 pounds, \$5.50.**

BURRELL GEM

The Burrell Gem is one of those cantaloupes referred to as "pink meats". This is the result of its pink colored flesh surrounded by a dark green rind. The Burrell Gem is very solid with a smooth firm flesh and a small seed cavity. It is oblong in shape and has a thin netting. The Burrell Gem is an excellent shipper.

**Prices postpaid: Ounce, 10c ¼ pound, 25c; ½ pound, 40c; 1 pound, 70c;
2 pounds, \$1.30; 5 pounds, \$3.00; 10 pounds, \$5.50.**

GARDEN SEEDS

In presenting our garden seeds on the following pages, we offer you some splendid varieties, the seed of which we have grown and harvested ourselves. There is not a wide variety of seeds, but you will find quality in them all.

We are specialists in the production of cantaloupe seed and take great pride in the quality and purity of our cantaloupe seed. We feel that time and experience have proven that we lead all others in offering the newest and best varieties in our special field. As farmers, however, you well know that it is impossible to limit your farm to a single crop. We meet the same situation here at Rocky Ford, and are forced to grow other crops besides our specialty of cantaloupes. With this condition prevailing, we decided years ago to take advantage of this situation, and utilize the remaining portion of our farming activities in the growing of other garden seeds. All of the garden seed listed on the following pages have been grown by ourselves on our own farms. While the list is not large, it is a select group of vegetables of standard varieties of proven worth.

Among the cucumbers offered, you will note two comparatively new varieties, the A. & C. and the Taxpayer, that are as fine as can be developed. The other varieties listed are all ones that have stood the test of time and experience because of their splendid merit. The tomato varieties listed on pages 26 and 27 are both old standard kinds and new improved strains. Our tomato seed this season was of exceptional quality. Among the beans offered, we wish to call your attention particularly to the Hopi Indian bean, asking you to read the description on page 28, and if you have not grown it before to try it this season.

On page 31 are two of our offerings that we feel merit your attention: Sweet Spanish onions and Sunburst pop corn. Long years of very careful selective work have developed both of these to a point that is not exceeded by any other seed that it is possible to secure. Each winter for fifteen years we have made careful selections in our onion seed bulbs, planting only the most desirable bulbs of the best size, color and keeping qualities. Our yields of marketable onions demonstrate the success of this selective work. We know that you will be unable to find better onion seed anywhere. With our Sunburst pop corn seed, careful tests on yield, popping qualities, and size of the ear have produced a pop corn of exceptional quality. Here again we feel that we are offering an unusual opportunity for you to take advantage of long years of seed breeding.

Your order of the vegetable seeds listed on the following pages will receive our prompt and careful attention. These are standard varieties and we have taken care to see that they meet exacting requirements of quality and purity. You will find them as good as it is possible for you to buy anywhere.



A & C

This is a dark green slicing cucumber that has become popular with shippers. The A. & C. is a splendid cucumber in all particulars and can be especially recommended because of its very dark green color which makes an attractive appearance on the market. Its eating qualities are excellent, being free from any bitterness, and the flesh is crisp and white. The fruit is straight and averages from 10 to 12 inches in length. We can recommend the A. & C.

Prices postpaid: Ounce, 10c; ¼ pound, 30c; ½ pound, 55c; 1 pound, \$1.00;
5 pounds, \$4.40; 10 pounds, \$8.00.



Your selection of varieties will depend upon the use for which the cucumber is intended. We are offering varieties best suited for slicing and others equally as good for pickling.

TAX PAYER

The Taxpayer can be described as an improved Early Fortune, since it has many of the characteristics that made the Early Fortune one of the leading cucumbers for many years. It is early in maturing, is an excellent shipper, and is mild in flavor. The Taxpayer is an improvement over the Early Fortune in its coloring, which is an attractive dark green, carried around the tip of the fruit, it does not have the light striping that characterized the Early Fortune. The fruit is uniformly 8 to 9 inches in length. We suggest that you try the Taxpayer.

Prices postpaid: Ounce, 10c; ¼ pound, 30c; ½ pound, 55c; 1 pound, \$1.00;
5 pounds, \$4.40; 10 pounds, \$8.00.

EARLY FORTUNE

This is one of the most extensively used cucumbers in all the shipping sections. Its popularity is a result of its earliness, its uniformity, its high quality and deep green color. This is a white spine cucumber averaging 8 to 9 inches in length and about 2½ inches in diameter. You will make no mistake in growing the Early Fortune.

Prices postpaid: Ounce, 10c; ¼ pound, 20c; ½ pound, 40c; 1 pound, 70c; 5 pounds, \$3.00.

RYAN PICKLING

This pickling cucumber is our own selection from the Chicago Pickling. It is a very prolific variety, producing fruit of a uniform size and good color. This pickling cucumber is an early strain that will please the home gardener and the commercial grower.

Prices postpaid: Ounce, 10c; ¼ pound, 20c; ½ pound, 40c; 1 pound, 70c; 5 pounds, \$3.00.

DAVIS PERFECT

This is one of the leading commercial varieties and is an ideal cucumber for long shipments. For the market gardener and the home gardener it is one of the standard varieties. The fruits average 9 to 11 inches in length, 2½ to 3 inches in diameter. Its fruits are a dark green color and the flesh is solid and of fine quality. The vines are vigorous and prolific.

Prices postpaid: Ounce, 10c; ¼ pound, 20c; ½ pound, 38c; 1 pound, 68c; 5 pounds, \$2.80.

KLONDIKE

This is an excellent strain of the white spine. The Klondike has great merit in quality, prolificness and firmness of flesh. The fruit, when mature, averages about 8 inches in length and about 2½ inches in diameter. The cucumber is of a medium dark green color and is used for both slicing and pickling.

Prices postpaid: Ounce, 10c; ¼ pound, 20c; ½ pound, 38c; 1 pound, 68c; 5 pounds, \$2.80.

EARLIEST OF ALL

This is an exceptionally early variety, yielding fine quality fruits in profusion. The cucumbers are quite uniform, very large, and of a dark green color. The Earliest of All is especially fine for the home garden and local markets where early cucumbers are desired.

Prices postpaid: Ounce, 10c; ¼ pound, 20c; ½ pound, 38c; 1 pound, 68c; 5 pounds, \$2.80.

Note the uniformity of these cucumbers piled for seed. The careful work that we do at this stage of the harvest insures a good crop for you next season.



IMPROVED WHITE SPINE

This is a standard variety. A uniform and shapely cucumber, not only for early, but also for general crop purposes. Vigorous grower and great bearer. Very fine for slicing and splendid for home garden and market. The fruits are 9 to 10 inches long, thick fleshed with small seed space.

Prices postpaid: Ounce, 10c; ¼ pound, 20c; ½ pound, 38c; 1 pound, 68c; 5 pounds, \$2.80.

TOMATOES

MARKETEER

The Marketeer tomato is one of the finest main crop tomatoes offered to the gardeners of America. It is deep red in color, and has thick meat with solid midwalls. The seed cavities are exceedingly small with few seeds. The fruits are large and smooth and make excellent shippers. The Marketeer is an ideal tomato for the market gardener.

Prices postpaid: Packet, 10c; 1 ounce, 30c; ¼ pound, 90c; ½ pound, \$1.50.

BREAK-O-DAY

This is a wilt-resistant variety developed by Dr. Pritchard from the Marglobe and Marvana. It resembles the Marglobe in shape and size, being large and almost round. The fruits are solid, meaty and scarlet in color. The vines are open and spreading with medium foliage. The Break-O-Day is an early tomato that is becoming very popular with home gardeners.

Prices postpaid: Packet, 10c; 1 ounce, 30c; ¼ pound, 90c; ½ pound, \$1.50.

WEST'S EARLY

An early tomato of excellent qualities, its ripening time is three or four days ahead of the Chalk's Early Jewel. Fruits are a bright red, round and with deep firm flesh. It is a very prolific tomato with strong vigorous plants. A fine tomato for the market gardener.

Prices postpaid: Packet, 10c; 1 ounce, 30c; ¼ pound, 90c; ½ pound, \$1.50.

Very few vegetables are as important in our diet as tomatoes. It ranks among the first as a vegetable for the home garden. The Marketeer tomato is shown in the accompanying photograph.





The Break-O-Day tomato, shown in the photograph, is an early and very prolific tomato. Plantings of both the Break-O-Day and Marketeer will give you tomatoes throughout a long season.

CHALK'S EARLY JEWEL

A large, smooth and nearly round tomato. The fruits are a bright red, deep, solid, and very meaty. This variety is one of the best for the home garden and is used very extensively for canning. The Early Jewel has long held a reputation for quality.

Prices postpaid: Packet, 10c; 1 ounce, 30c; ¼ pound, 90c; ½ pound, \$1.50.

INDIANA-BALTIMORE

This is an improved strain of the Greater Baltimore. The Indiana-Baltimore is a mid-season tomato, heavy, firm, and thick-meated. The fruits are deep red, free from cracks and ridges. This variety is one of the heaviest producers we offer.

Prices postpaid: Packet, 10c; 1 ounce, 30c; ¼ pound, 90c; ½ pound, \$1.50.

MATCHLESS

A large main crop tomato, and as its name indicates, it is matchless in size, color, and productiveness. It is a worthy competitor of the unexcelled Marketeer. The Matchless is a strong, vigorous grower with sturdy vines, producing an abundant crop of large handsome, rich scarlet-red, perfectly smooth tomatoes. Its fruits are solid and heavy and have long keeping qualities.

Prices postpaid: Packet, 10c; 1 ounce, 30c; ¼ pound, 90c; ½ pound, \$1.50.

BEANS

FULL MEASURE This comparatively new variety is rapidly being recognized as one of the very best stringless green pod beans of the main crop sort. As indicated by its name, it is very productive, yielding fine stringless, green pod beans about six inches long, straight, very fleshy, pencil podded and creased backed. The plant is well branched and very productive, yielding the heavy pods throughout a long season. We recommend this variety for your garden.

Prices postpaid: $\frac{1}{2}$ pound, 12c; 1 pound 20c; 5 pounds, 80c; 10 pounds or more 15c per pound.

BURPEE'S STRINGLESS GREEN POD This is one of the finest round pod varieties, both for table use and for shipping. The pods are about six inches long, slightly curved and very thick, even when young. The pods are meaty and juicy with no sign of strings; they are brittle and of fine flavor. The plants are medium large and retain the bush form. The seeds are medium in size and dark brown in color.

Prices postpaid: $\frac{1}{2}$ pound, 12c; 1 pound 20c; 5 pounds, 80c; 10 pounds or more 15c per pound.



A view of part of our vegetable seed gardens.

HENDERSON BUSH LIMA This variety is one of the earliest of the Lima beans in maturing. The plants grow 18 to 24 inches tall, are of sturdy, erect growth and heavily loaded with pods. The beans when ripe are a beautiful ivory color, and when picked as green-shelled beans are of delicious flavor. The Henderson Bush Lima is a reliable crop that is very productive and free from mildew. It thrives in ordinary soil and has proven to be an excellent variety for home gardeners.

Prices postpaid: $\frac{1}{2}$ pound, 12c; 1 pound 20c; 5 pounds, 80c; 10 pounds or more 15c per pound.

HOPI INDIAN BEAN This is a comparatively new bean that will prove to be particularly valuable in the Great Plains area because of its vigor and hardiness. The Hopi bean is medium early, producing a bean that is midway in size between the bush lima and the older pole beans. For those who like the lima beans in the green stage for cooking there is none better than the Hopi. This bean should be planted about one-third as thickly as the regular lima beans, yet it will produce as heavy a crop of beans. We recommend your planting some of the Hopi beans.

Prices postpaid: $\frac{1}{2}$ pound, 12c; 1 pound, 21c; 5 pounds, 85c; 10 pounds or more, 16c per pound.

SWEET CORN

GOLDEN BANTAM

This well-known variety is the leading early sort, where the yellow sweet corn is in demand. The Golden Bantam is extra early and very hardy. The plants are from 5 to 6 feet tall, with ears 5 to 6 inches long. When the corn is ready for the table the kernels are a bright golden yellow and are deliciously sweet, tender and juicy. For the early home garden it cannot be excelled.

Prices postpaid: ½ lb., 10c; 1 lb., 20c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.

COUNTRY GENTLEMAN

This is one of the most delicious varieties of sweet corn available, and one of the richest flavored of all the late varieties. The plants are vigorous growers, with ears 7 to 8 inches long. The kernels are deep and slender, and set without regular row formation. Once you use Country Gentleman, no other variety is quite good enough.

Prices postpaid: ½ lb., 10c; 1 lb., 20c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.



The White Evergreen produces a large crop of well filled, high quality ears of corn. This variety makes a splendid sweet corn for the market and home gardener.

WHITE EVERGREEN

An improved variety of the main crop sort that is exceedingly productive and especially adapted for the market and home gardener. It is preferred for drying and canning over all other main crop sorts on account of the large ears of pearly-white grains of rich and luscious flavor. It is a heavy yielder and retains its soft juicy stage longer than most other varieties. Every home garden should have this corn.

Prices postpaid: ½ lb., 10c; 1 lb., 20c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.

STOWELL'S EVERGREEN

This is a late variety that is very popular with market gardeners. The plants are tall, producing large ears 8 to 9 inches long, set with 16 to 18 rows. The kernels are sweet, tender, and white.

Prices postpaid: ½ lb., 10c; 1 lb., 20c; 5 lbs., 80c; 10 lbs. or more, 15c per lb.



It is impossible to identify every variety of peas by the seed alone, and you must depend upon the seedsmen to supply you with the variety ordered. We are offering you a reliable source for your pea seed. The variety shown in the photograph is the famous Little Marvel.

PEAS

LITTLE MARVEL

This variety has been well named, for it is truly marvelous in every respect. The Little Marvel is generally agreed to be the best of its class. It is one of the earliest of varieties; it grows 12 to 18 inches tall and bears heavily. The pods are dark green, averaging three inches in length, and contain seven or eight large peas of delicious flavor. A big point in its favor is that it remains in prime picking condition a week longer than other varieties. Its earliness and excellent eating qualities make for its popularity everywhere.

Prices postpaid: ½ pound, 20c; 1 pound, 30c; 5 pounds, \$1.20; 10 pounds or more, 20c per pound.

ALDERMAN

This variety belongs to the popular telephone type of pea. It is a main crop variety, growing about four feet high and bearing freely large pods of peas of a dark green color. The pods are straight, very broad, and pointed at the tip. They measure about 4½ inches in length and are well-filled with nine large, sweet, tender peas. The Alderman is exceedingly vigorous and prolific.

Prices postpaid: ½ pound, 15c; 1 pound, 25c; 5 pounds, \$1.00; 10 pounds or more, 18c per pound.

SENATOR

This main crop variety does not grow as large as the Alderman, being about 2½ to 3 feet tall, but we have found it an exceedingly fine variety. The plants are vigorous and invariably bear a good crop of large attractive pods, about 4 inches in length and well filled. You must try this very productive variety in order to appreciate its choicest quality.

Prices postpaid: ½ pound, 15c; 1 pound, 25c; 5 pounds, \$1.00; 10 pounds or more, 18c per pound.





Onions are grown for home use in every state of the Union, and is one of the top ranking vegetables in the United States. The mild Sweet Spanish onion will be a welcome addition to your garden.

SWEET SPANISH ONIONS

The Rocky Ford Area is one of the important onion producing sections of the U. S. Because of the importance of onions to this section, great attention is given to the varieties and seed. The Sweet Spanish onion has proven to be best. We offer seed of this splendid variety which is grown and harvested by us, the result of 15 years careful selective work. Our seed bulbs are selected for size, color and keeping qualities. Yields from this variety are very heavy, sometimes more than 50,000 lbs. per acre. In harvesting our seed, we are careful it reaches maturity, making 5 or 6 pickings each season. This attention insures good germination. The Sweet Spanish onion is unusually mild but still retains genuine onion flavor. It is nearly round, of a yellowish-brown color, and possesses fine keeping qualities. Some are stored in September and not sold until April. The onions are large, some weighing as much as 2 lbs.

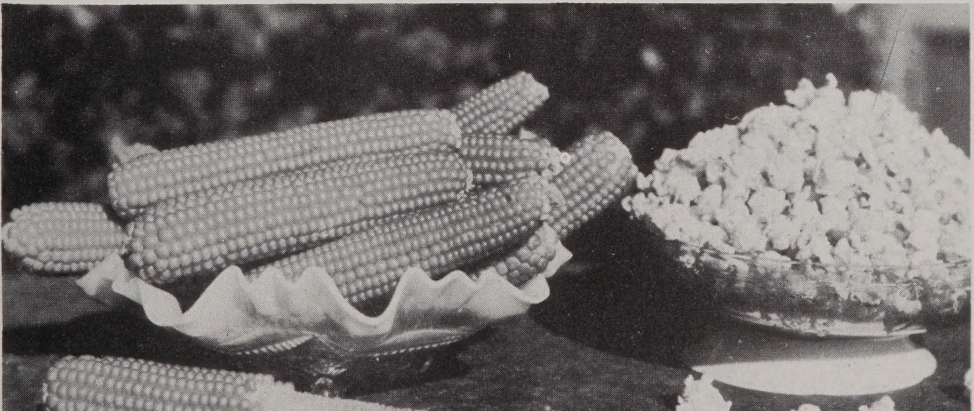
Prices postpaid: Ounce, 40c; $\frac{1}{4}$ pound, \$1.40; $\frac{1}{2}$ pound, \$2.25; 1 pound, \$4.00.

SUNBURST POP CORN

Many years of careful selective work produced the Sunburst pop corn seed we offer this season. This autumn, as in previous years, the pop corn fields were carefully worked to select plants producing at least two fine ears of pop corn. Careful attention in seed breeding has now produced an ear 9 to 10 inches long, well filled with amber colored corn. After being selected for yield, size, and color, this corn must pass a strict popping test before being sold for seed. This corn increases 30 volumes in popping. Sunburst pops snowy white and very soft and tender. Take advantage of the long years of work which developed Sunburst pop corn. You will find it a better variety.

Prices postpaid; $\frac{1}{2}$ pound, 10c; 1 pound, 20c; 5 pounds, 80c; 10 pounds, \$1.50.

Long years of careful work are necessary to produce a pop corn as uniformly good as the Sunburst.



YOUR ORDER

We hope that you have enjoyed studying our catalog. We have tried to make it interesting and attractive, but above all else, we have tried to make it accurate. The quality of our seeds demand that they be presented fairly, and the reputation of our Association demands honesty in this presentation.

We hope, as a result of your study of this catalog, that we will have your order. When you send us your order, we would appreciate your following these suggestions:

Give your full name and postoffice address with box number or rural route.

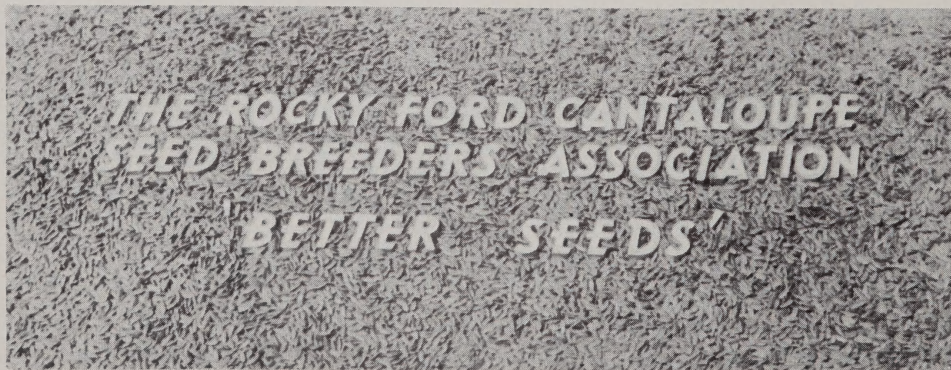
Payment may be made by stamps if one dollar or less; if more than one dollar, by bank draft or post office money order. Cash should be sent by registered letter. We will ship C.O.D. by express or parcel post when requested.

We will ship your order the same day it is received, sending it to you either by express or parcel post, depending upon the rate of transportation. If you should prefer either parcel post or express, please mention that preference. We guarantee safe arrival of your seed order, and should there be a delay in its receipt please notify us immediately.

Address all orders and correspondence to

The Rocky Ford Cantaloupe Seed Breeders Association

JAMES B. RYAN, *Secretary*,
ROCKY FORD, COLORADO.



CHARACTERISTICS OF THE LEADING CANTALOUPE VARIETIES

On the accompanying chart are listed the principal cantaloupe varieties. Each melon is briefly described, but on such a chart it is impossible to show all the characteristics of each and to show exactly how one differs from another. For a complete description of each melon turn to the page reference in this catalog.

We hope that presenting these melons listed in chart form will be of assistance to you in making out your order.

VARIETY Listed in Alphabetical Order	Chief Use	Days to Harvest	Skin Color	Flesh Color	Shape	Netting	Size	Page Reference
Burrell Gem	Home, Market, Shipping	90- 95	Dark	Salmon	Oblong	Medium	8 x5½	22
D-2 (new)	Shipping	92- 97	Dark	Salmon	Oval	Heavy	7 x6½	5
Early May	Home, Market	86- 91	Dark	Salmon	Globe	Heavy	6 x3¾	12
Early Watters	Home, Market	87- 92	Dark	Green	Oval	Medium	5½x5	22
Globo de Oro	Home, Market, Shipping	95-100	White	Orange	Short oval	Slight	6 x5½	17
Hearts of Gold	Home, Market, Shipping	89- 94	Dark	Pink	Globe	On ribs only	5¾x5½	14
Honey Ball	Market, Shipping	100-105	White	Green	Globe	Slight	5 x5	21
Honey Dew—Regular	Home, Market, Shipping	105-110	White	Pale Green	Short oval	None	7½x7	20
Honey Dew—Mildew Resistant	Home, Market, Shipping	105-110	White	Pale Green	Short oval	None	7½x7	21
Jade Beauty	Home, Market	97-102	White	Green	Globe	Medium	5½x5½	19
Mammoth Golden Globe	Home, Market	95-100	White	Orange	Short oval	Slight	7½x7	18
Mel-O-Gold	Home, Market, Shipping	95-100	White	Pink	Short oval	Slight	6 x5½	17
Mildew Resistant No. 1	Home, Market	92- 97	Dark	Salmon	Oval	On ribs only	7 x6½	15
Mildew Resistant No. 8	Home, Market	95-100	Dark	Salmon	Oval	On ribs only	7 x6½	15
Mildew Resistant No. 45	Shipping	95-100	Dark	Salmon	Oval	Heavy	6½x6	10
Nine Thirty-Six	Home, Market, Shipping	87- 92	Dark	Salmon	Oval	Heavy	6 x5½	9
No. 36 Hale's Best	Home, Market, Shipping	87- 92	Dark	Salmon	Oval	Heavy	6 x5½	11
No. 112 Hale's Best	Home, Market, Shipping	87- 92	Dark	Salmon	Oval	Heavy	6½x6	12
Old Ironsides (new)	Market, Shipping	95-100	White	Orange	Oblong	Heavy	6½x5½	16
One Hundred-One Special	Home, Market, Shipping	96-101	Dark	Pink	Oval	Heavy	5½x5	22
Queen of Colorado (new)	Home, Market	85- 90	Gray	Orange	Oval	Coarse	6½x6	6
Seed Breeders	Home, Market, Shipping	85- 90	Dark	Salmon	Oval	Heavy	6 x5½	8
Six-Three (new)	Market, Shipping	94- 99	Dark	Orange	Globe	Heavy	5¾x5½	7
Superfecto	Market, Shipping	89- 94	Dark	Orange	Oval	Heavy	5½x5	14
Ten Twenty-Five	Home, Market, Shipping	96-101	Dark	Salmon	Oval	Heavy	5½x5	22
Weaver Special	Home, Market	94- 99	White	Orange	Oval	Slight	6 x5½	19
White Knight	Home, Market	90- 95	White	Orange	Oblong	Slight	6½x5½	18
White-seeded Pink Pearl	Home, Market, Shipping	90- 95	Gray	Pink	Oval	Very heavy	6½x5¾	13

Everybody Likes **TOMATOES**

Very few vegetables are grown with greater ease, are so valuable to our diet, or lend themselves to so many various ways of serving as the tomato. Hence this fruit is grown more abundantly in this country, and to a greater degree of perfection, than anywhere else in the world. Your garden, whether large or small, should contain some plants of this universally favorite vegetable—the tomato.

Jimmy Ryan III and the Break O'Day tomato put this advice to a practical test in the photograph on the left.



Although cantaloupes have been grown in the New World ever since its discovery in 1492, today the Rocky Ford district produces 90% of the commercial cantaloupe seed in the United States. This record is possible only because of the high quality of the seed stocks grown in this famous area.

The cantaloupe in this season is one of the finest and most popular fruits on the American table. Probably no fruit offered to the public is as appealing and tasty when properly presented. Its appeal and its popularity depend largely upon the farmer's growing a high grade product. Your use of our Nine Thirty-Six seed will give you a melon like the one shown on the right.

